

# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

PARKING DEPARTMENT

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February 10, 2016

## RE: FREIGHT LOADING ZONE PROGRAM/TRAFFIC CONGESTION

Dear Purveyors and Business Owners:

Traffic congestion is a major challenge in the Miami Beach and it has been identified as quality of life issue by residents and other stakeholders. Therefore, your cooperation is essential!

On May 28, 2014, the Mayor and City Commission approved an ordinance with new freight loading regulations which shall commence on August 1, 2014. The City's goal is to facilitate loading activities for purveyors and businesses alike. We recognize our business community's success is directly impacted by their ability to receive goods and services from a variety of purveyors rendering essential services. Moreover, our successful entertainment districts place great demands on purveyors to replenish their supplies, in some cases, daily.

We have met with numerous purveyors and held very fruitful conversations about their operations and challenges as well as our goal to reduce traffic congestion. Without exception, purveyor simply are looking to deliver their good/services in a safe, legal, and expeditious manner. Clearly, the City shares this common goal and with the cooperation of all, we will achieve it.

### New Freight Loading Regulations and Enforcement

The Mayor and Commission, City Manager's Office, City Attorney's Office, Parking Department, Public Works Department, Transportation Department, Code Enforcement Department, Fire Department, and Police Department have endorsed the following program as it will serve as a deterrent to traffic congestion. New regulations have been deployed along the Art Deco/Entertainment District (Washington Avenue between 5<sup>th</sup> Street and 17<sup>th</sup> Street and between Ocean Drive and Washington Avenue).

Comparable freight loading regulations have been very successful in numerous metropolitan areas throughout the country that rival Miami Beach's density and level of activity. A key component is the comprehensive approach for both commercial vehicles (large than 10,000 lbs) and non-commercial vehicles (less than 10,000 lbs.) as well as progressive and consistent enforcement. **The freight loading regulations will become effective on March 1, 2016, with an educational campaign and progressive enforcement strategy that will commence with extensive outreach, warnings, and gradually progress to strict enforcement.** A copy of the ordinance is attached for your convenience.

The following are key points of the program:

- 13 expanded freight loading zones for large trucks (each freight loading zone will be curbside consisting of up to 100' linear feet equal to five car lengths) for vehicles with a gross weight (GVW) over 10,000 lbs.
- Use is regulated by semi-annual/annual "FLZ" (Freight Loading Zone) electronic permit (license plate), meter payment, or electronic payment via ParkMobile (pay by phone provider).
- Loading days/hours should be consistent with type and demand of deliveries in the area. Typical loading days and hours will consist of Monday to Saturday; 7AM to 11AM or 7AM to 1PM; and 30 minute or 60 minute maximum time limits.
- Loading prohibitions during certain threshold hours are built-in protections from freight loading disturbances and nuisances to residents and hotel guests.
- Charter buses, may also attain a Freight Loading Zone (FLZ) permit and utilize freight loading zones, for a period not to exceed thirty (30) minutes, at one time.

### **Expansion of Freight Loading Areas**

A survey of the North Collins Avenue Business District (63<sup>rd</sup> Street to 75<sup>th</sup> Streets and Collins Avenue to Harding Avenue) identified 13 new freight loading zone areas. These may be adjusted with expanded or reduced hours, as needed, to ensure significantly enhanced loading opportunities. Most importantly, the management of these systems is essential to provide safe and efficient loading operations and substantially reduce double parking, resulting in reduced congestion.

The following factors are utilized to determine applicable freight loading locations and days/hours by corridor or block:

- Freight loading demand
- Traffic volume, including peak periods
- On-street parking inventory

The following are freight loading days/hours applicable contingent upon the aforementioned factors:

- Monday to Saturday, 7AM to 11AM
- Monday to Saturday, 7AM to 1PM

### **Enforcement**

Enforcement of these regulations shall take place as follows:

- The City's Parking Enforcement Unit will enforce freight loading zones regulations by citing and towing vehicles that do not attain the required permit and/or violate the provisions of the program. Proper use of these loading areas is required to ensure efficient space turnover and their availability. Therefore, strict enforcement of this regulation shall be effective after the initial warning period.

- The City's Police Department will patrol and issue moving violations for obstruction of traffic (double parking). Warnings will be issued through the month of February 2016. This will serve as a notice period for businesses and purveyors to familiarize themselves with new regulations, freight loading zone locations, and their respective days/hours.
- The City's Code Enforcement Department is empowered to enforce the prohibition of loading during posted hours pursuant to City Code. This is essential in holding both purveyors and businesses accountable.

### **Service Center/Electronic Permits**

Freight loading zone (electronic) permits may be purchased at the City's Service Center, located at 1755 Meridian Avenue, Suite 100, Miami Beach, Florida 33139. Service Center hours are Monday to Friday, from 8:30 AM to 5:00 PM. The following information is included in this package for your convenience:

- Introductory Letter
- Freight Loading Zone Map
- CMB Ordinance No. 2014-3873
- Frequently Asked Questions (FAQ)
- FLZ Application
- Samples of Posted Signs
- Parking and Police Department Enforcement Procedures

The aforementioned information is also available on the City's website at [miamibeachfl.gov](http://miamibeachfl.gov) and comments, inquiries, and complaints should be sent via email to: [flzhotline@miamibeachfl.gov](mailto:flzhotline@miamibeachfl.gov)

We look forward to working closely with purveyors and our business community to establish safe, efficient, and convenient freight loading operations for all.

City of Miami Beach Parking Department

C: Jimmy Morales, City Manager  
 Kathie Brooks, Assistant City Manager  
 Daniel Oates, Police Chief  
 Hernan Cardeno, Code Enforcement Director  
 Tonya Daniels, Director of Communications



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*We are committed to providing excellent public service and safety to all who live, work, and play in our vibrant, tropical, historic community.*